



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/22 thru 02/28.

(prices in dollars per carton)

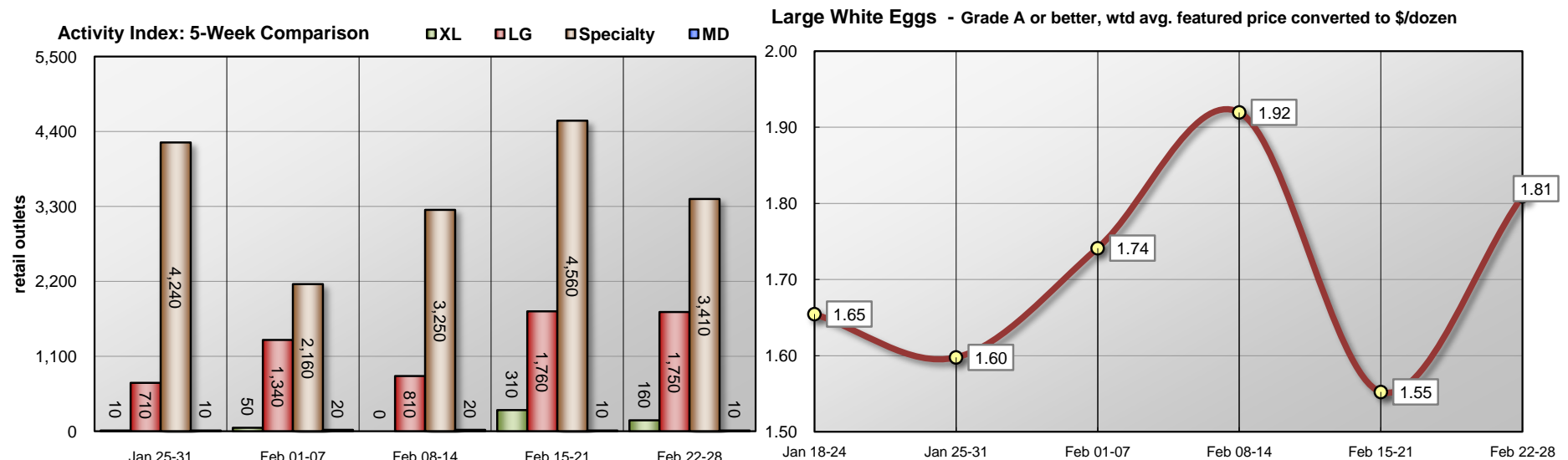
Fri. Feb 22, 2008

SHELL EGG NATIONAL SUMMARY												
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR		
		29.1% of 18,000 stores				36.0% of 18,000 stores				34.3% of 17,000 stores		
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA											
	White 12 pack				470 1.95		190 2.24		620 1.46			
	White 18 pack				120 3.16				100 3.11			
	Brown 12 pack										880 1.25	
											500 2.50	
	USDA GRADE A											
	White 12 pack		160 1.98		890 1.72		120 1.66		690 1.55		10 0.89	
White 18 pack				140 2.50				350 2.37		270 0.96		
Brown 12 pack				130 2.01						270 1.87		
SPECIALTY	USDA ORGANIC											
	White 12 pack											
CAGE-FREE	Brown 12 pack		10 2.99		670 3.57				300 3.55		340 3.40	
	OMEGA-3											
	White 12 pack		120 2.50		1,100 2.58		830 2.63		2,190 2.58		410 2.27	
CAGE-FREE	Brown 12 pack				50 2.99		10 2.00		210 2.79		210 2.79	
	CAGE-FREE											
	White 12 pack				510 2.86				160 2.31		140 3.79	
CAGE-FREE	Brown 12 pack		240 2.79		710 2.86		210 2.99		860 2.66		1,090 2.54	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,910	2,070	1,930	Large Eggs on
Specialty	3,410	4,560	2,520	Feb-18-2008
Total (includes MD)	5,330	6,640	4,460	436.7
Special Rate 4/:	7.7%	8.4%	14.7%	down 2%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING										
Promotional activity on regular shell eggs is slightly less than last week and almost the same as a year ago. The average price of Large white eggs, Grade A or better, increased compared to last week. The Southeast region is the least active this cycle with about 5% of sampled outlets with ads. Specialty shell egg promotions are less than last week but outpace last year. Omega-3 white eggs are highly visible and remain in the top position. In the egg products sector, liquid egg featuring is up from last year, but is down sharply compared to last week. The average price on all containers continues trending higher.										



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)							SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)							MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
1/ Feature Rate		48.7% of 3,900 sampled outlets							5.8% of 4,900 sampled outlets							23.3% of 3,000 sampled outlets						
2/ Activity Index		Activity Index = 2,240 (includes Medium)							Activity Index = 240 (includes Medium)							Activity Index = 720 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE					
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.79	10	1.79															
	White 18 pack																					
	Brown 12 pack																					
USDA GRADE A	MEDIUM				White 12 pack			White 12 pack						White 12 pack								
	White 12 pack	1.98	160	1.98	1.50 - 1.99	460	1.82				2.50	130	2.50				1.25 - 1.99	360	1.62			
	White 18 pack										2.19	10	2.19				2.50	10	2.50			
USDA GRADE A	Brown 12 pack				1.99	120	1.99															
	MEDIUM				White 12 pack			White 12 pack			1.50	10	1.50				White 12 pack					
	White 30 pack				White 30 pack			White 30 pack						White 30 pack			White 30 pack					
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack				2.99 - 3.99	390	3.72							2.99	10	2.99	2.50 - 3.00	60	2.93			
S P E C I A L T Y	OMEGA-3																					
	White 12 pack	2.50	120	2.50	1.99 - 2.99	540	2.67										1.99 - 2.50	220	2.47			
	Brown 12 pack																2.00	10	2.00			
S P E C I A L T Y	CAGE-FREE																					
	White 12 pack																					
	Brown 12 pack	2.99	140	2.99	2.99 - 3.79	300	3.09	2.50	90	2.50							2.50 - 3.00	50	2.92			
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)							SOUTHWEST U.S. (CA,NV)							NORTHWEST U.S. (ID,MT,OR,WA,WY)						
1/ Feature Rate		30.0% of 3,000 sampled outlets							39.9% of 2,300 sampled outlets							60.7% of 900 sampled outlets						
2/ Activity Index		Activity Index = 1,110 (includes Medium)							Activity Index = 370 (includes Medium)							Activity Index = 650 (includes Medium)						
USDA GRADE AA	White 12 pack				1.50 - 2.28	230	1.79				2.28 - 2.39	190	2.29				0.99 - 2.00	40	1.28			
	White 18 pack				2.29	10	2.29				2.89 - 3.50	100	3.33				2.29	10	2.29			
	Brown 12 pack																					
USDA GRADE A	MEDIUM				White 12 pack			White 12 pack						White 12 pack								
	White 12 pack				1.38 - 1.68	70	1.57															
	White 18 pack																					
USDA GRADE A	Brown 12 pack																					
	MEDIUM				White 12 pack			White 12 pack						White 12 pack								
	White 30 pack				White 30 pack			White 30 pack						White 30 pack			White 30 pack					
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack				3.29 - 4.00	150	3.60				2.99 - 3.29	60	3.17				3.29	10	3.29			
S P E C I A L T Y	OMEGA-3																					
	White 12 pack				1.79 - 2.89	260	2.41										2.89	80	2.89			
	Brown 12 pack				1.79 - 4.49	40	3.24															
S P E C I A L T Y	CAGE-FREE																					
	White 12 pack				2.50 - 3.49	230	2.99										1.99 - 3.29	280	2.75			
	Brown 12 pack				2.50	120	2.50	2.50	10	2.50	2.50	10	2.50				1.99 - 3.49	230	2.75			

Note: See page 1 for explanatory notes.



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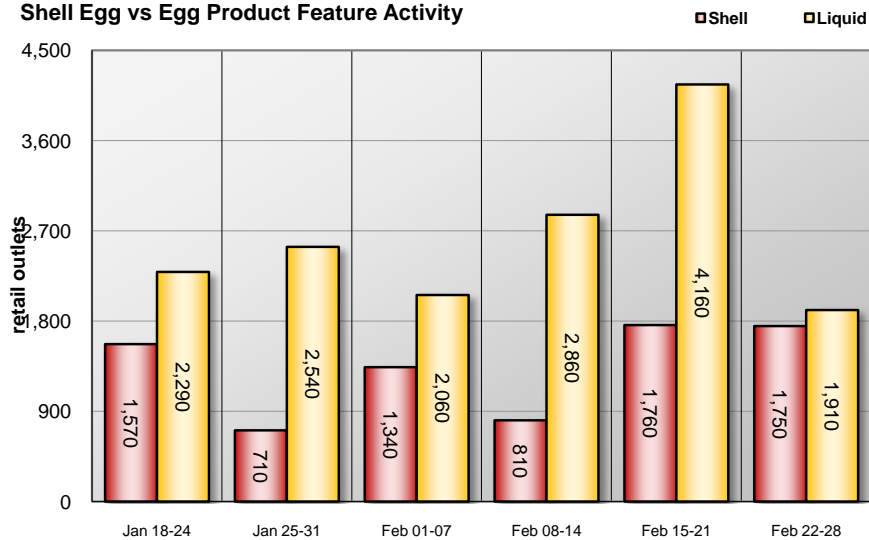
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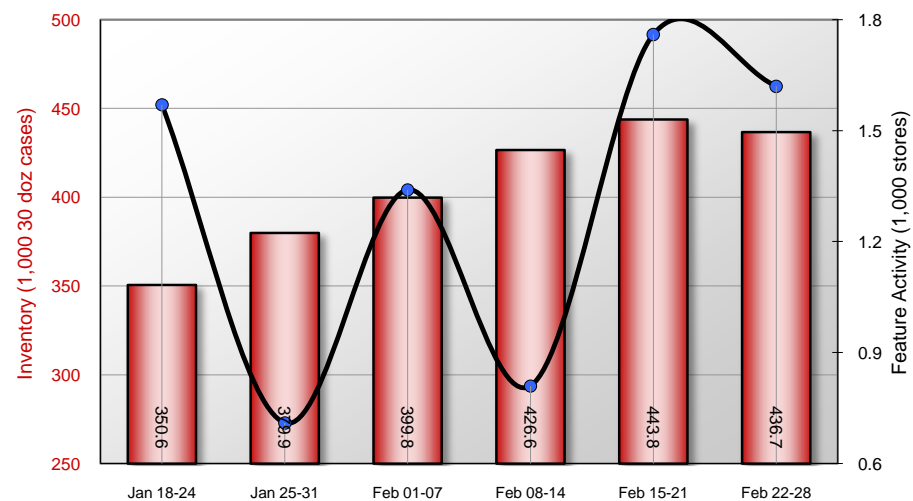
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.5%	20.9%	8.6%	19.8% of 3,900 sampled	4.8% of 4,900 sampled	0.4% of 3,000 sampled	16.5% of 3,000 sampled	0.0% of 2,300 sampled	1.1% of 900 sampled
2/ Activity Index	1,910	4,160	1,670	Activity Index = 1,050	Activity Index = 190	Activity Index = 10	Activity Index = 640	Activity Index = 0	Activity Index = 20
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. crtn	1,420 2.81	2,960 2.89	900 2.47	1.99 - 3.50 870 3.00	2.68 190 2.68	2.79 10 2.79	1.67 - 3.00 330 2.42		1.67 - 2.99 20 2.33
32 oz. crtn	410 5.19	610 4.63	330 3.20	4.79 130 4.79			5.37 280 5.37		
3 - 4 oz. cup	80 2.50	590 2.31	370 2.11	2.50 50 2.50			2.50 30 2.50		
2 - 8 oz. cup			70 2.66						

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.